

# Rheumatology 2014

29 April-1 May | Liverpool, UK

**Connect** with key decision makers and contribute to a world class programme at the UK's leading rheumatology event

**Exhibition and Sponsorship opportunities**

**BSR**  
The British Society for Rheumatology

**BHPR**  
British Health Professionals  
in Rheumatology

[www.rheumatology2014.org](http://www.rheumatology2014.org)



Join us to celebrate 30 years of the British Society for Rheumatology, an organisation that, inspite of the challenges, is going from strength to strength. We will take a look back to the transformations in rheumatology care over the three decades, and look forward to the further advances that are already within our reach.

- Dr Chris Deighton, President of the British Society for Rheumatology

## Why Rheumatology 2014?

Delegate feedback tells us that we are a key date in the rheumatology professionals calendar. This unique platform can increase your organisation's exposure to over 2,000 rheumatology professionals who not only attend for the educational programme and best practice advice, but to network with their colleagues and industry partners at a world class conference.

## The global burden of disease

Inspired by the longstanding global links of Liverpool, Rheumatology 2014 will highlight international aspects of rheumatology from exotic tropical diseases to worldwide challenges in healthcare delivery.

- Prof Chris Denton, Chair of the Heberden committee

### Contact us:

Hannah Gardner [hgardner@rheumatology.org.uk](mailto:hgardner@rheumatology.org.uk)  
Briony Wilson [bwilson@rheumatology.org.uk](mailto:bwilson@rheumatology.org.uk)  
Direct tel: +44 (0) 20 7356 0941

### British Society for Rheumatology

Bride House, 18-20 Bride Lane, London EC4Y 8EE  
Tel: +44 (0) 20 7842 0900 Fax: +44 (0) 20 7842 0914

## What will I gain from exhibiting and sponsoring?

**Access** to influential decision makers

**Engagement** with your existing contacts within the industry

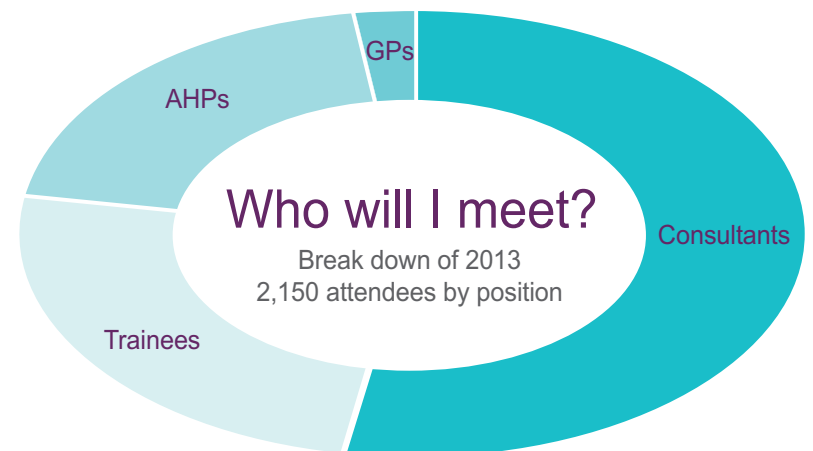
**Input to education** through symposia and innovation sessions

**Business development** for new initiatives

**Unique platform** to build and maintain brand awareness

**Unrivalled exposure** to raise your profile in a competitive market

**Exclusive networking** opportunity with your target audience



# Be part of our programme

## Tuesday 29 April

Sjögren's  
 RA challenges in the biologic era  
 Primary care: rheumatology partnerships  
 International challenges in rheumatology  
 Physical activity in OA

### Coffee, exhibition, poster viewing and your innovation sessions

Flare in RA  
 Biosimilars in perspective  
 Primary care oral presentation of abstracts  
 30 years of BSR  
 Patient and Public Involvement

### Lunch, exhibition and your innovation sessions

Jewels in the crown  
 Coffee and exhibition  
 Heberden round presented by Dr Richard Watts

### Your symposia here

President's reception

## Wednesday 30 April

### Your symposia here

Fibromyalgia  
 Management of difficult Lupus  
 Essentials in rheumatology: disease management. Adolescent rheumatology, Sjögren's syndrome and Paget's disease  
 Should we continue to ignore rheumatic disease related fatigue?

Tropical medicine: infections in MSK diseases and problems encountered in developing and tropical countries

### Coffee, exhibition, poster viewing and your innovation sessions

Controversies in therapeutics in OA

Spondyloarthropathy

Essentials in rheumatology: symptom diagnosis and management. Neck pain, low back pain and root entrapment and rheumatic skin disorders

Tropical medicine session 2

### Lunch, exhibition and your innovation sessions

Chronic regional pain syndromes

Lung in RA

Essentials in rheumatology: clinical decision making. Reactive arthritis and enteropathic arthritis, Early arthritis.

Inflammatory back pain

Tropical medicine session 3

ARMA: MSK clinical networks

BHPR: measuring disease activity in axial spondyloarthropathy and AS workshop

### Coffee and exhibition

Heberden oration presented by Prof Deborah Symmons

### Your symposia here

## Thursday 1 May

### Your symposia here

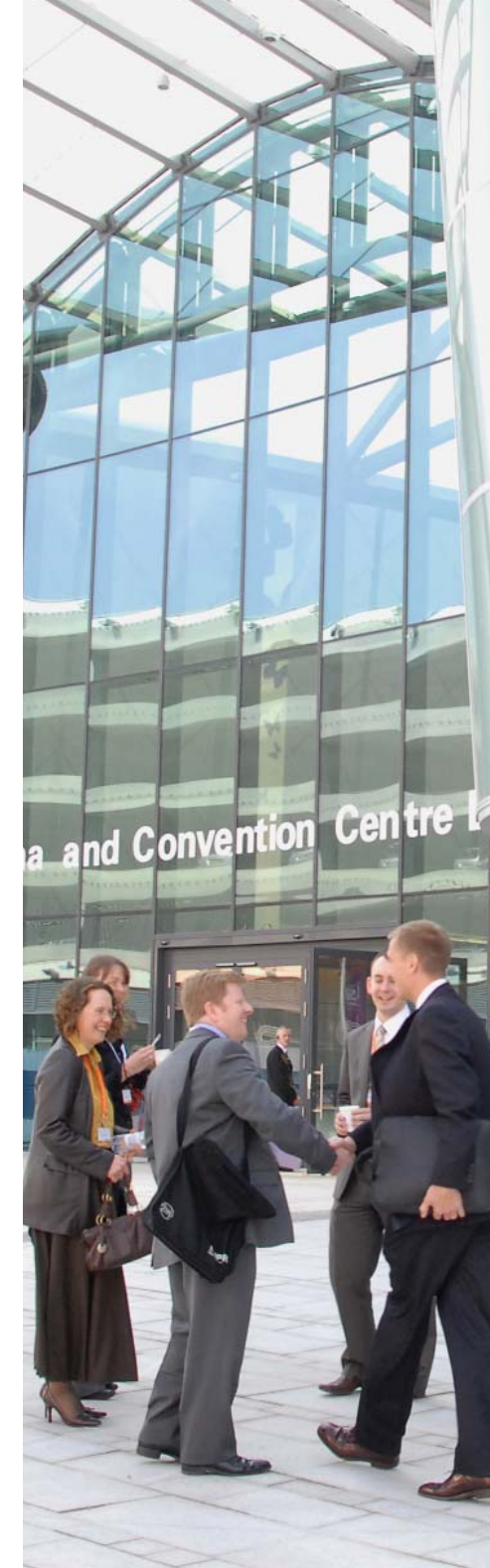
Science: environment and immune system  
 BRITs: vasculitis  
 Statistics, damn statistics and rheumatology  
 Sports medicine  
 Nurse led service development

### Coffee, exhibition, poster viewing and your innovation sessions

Science: oral presentation of abstracts  
 BRITs: scleroderma  
 Stratified medicine  
 Droitwich lecture

### Lunch, exhibition and your innovation sessions

Science: innate immune system  
 BRITs: adding value  
 Adolescent and young adult rheumatology update  
 Innovative models of care







“The British Society for Rheumatology allows us to interact directly with leading rheumatology experts in the UK. The physicians share their wealth of scientific and clinical data and most importantly provide invaluable insight into the unmet needs of patients living with rheumatological illnesses.”

- Exhibitor 2013



**NEW**

**Premier educational sponsor**  
**£115,000**

**Rheumatology 2014**  
Evening industry Symposium  
100m<sup>2</sup> stand  
Five complimentary delegate passes  
Corporate suite  
**30 points**

**Autumn conference 2014**  
Programme sponsor  
Prominent exhibition space  
Five delegate passes

**Prominent acknowledgement through 2014 on all promotions**

## Creating partnerships with the British Society for Rheumatology

### Rheumatology 2014 platinum sponsor

4 packages available

**£90,000**

Evening industry supported symposium  
100m<sup>2</sup> stand  
five complimentary delegate passes  
Corporate suite for duration of conference

30 points for additional sponsorship items from list

### Rheumatology 2014 gold sponsor

2 packages available

**£70,000**

Morning industry supported symposium  
100m<sup>2</sup> stand  
three complimentary delegate passes

20 points for additional sponsorship items from list

### Rheumatology 2014 silver sponsor

2 packages available

**£55,000**

Morning industry supported symposium  
70m<sup>2</sup> stand  
two complimentary delegate passes

10 points for additional sponsorship items from list

### Rheumatology 2014 bronze sponsor

Unlimited number available

Bronze sponsorship acknowledgement will be given when a 12m<sup>2</sup> (or over) stand is booked, along with 5 or more points for additional sponsorship items.

**Have we missed something?** If you have promotional ideas and want to discuss them with us, **get in touch - 020 7356 0941**

## Additional sponsorship items

20 points

Price £10,000

### Printed programme

Sponsor's logo and acknowledgement of support will feature on the front cover.

The sponsor will also have the opportunity to have two full page colour advertisements in the final programme. (Limited to one sponsor)

20 points

Price £10,000

### Cyber Café and networking area

As one of the main features within the exhibition hall, the sponsor will be able to

- Build café and networking area with promotional branding
- Display company logo on screensaver and wallpaper and set homepage
- Opportunity to display literature within networking area

(Limited to one sponsor)

20 points

Price £10,000

### BSR Conference/Events app

Details coming soon.

15 points

Price £7,500

### Abstract USB Stick

This will contain a copy of Rheumatology 2014 abstract book. USBs will be branded with sponsor's logo. (Limited to one sponsor)

15 points

Price £7,500

### Innovation Theatre sessions

Following on from the huge success of these sessions in 2013, we are again offering you the chance to connect with delegates and share your projects and innovations with them. Approved programmes will be included in our programme as soon as they are received.

There are nine 30 minute slots available over the three days.

Only exhibiting companies can book a workshop.

15 points

Price £7,500

### Poster sponsor

The sponsor's logo and acknowledgement will be displayed at the poster registration desk and the logo will appear next to every poster board. The sponsor will also support the popular poster tours, and will be acknowledged in the final programme. (Limited to one sponsor)

10 points

Price £5,000

### Conference bags

The sponsor's logo will appear alongside the event logo on the conference bags. (Limited to one sponsor)

10 points

Price £5,000

### Breakfast sponsor (Tuesday)

Get delegates' attention from the very start of the conference by offering tea, coffee, and pastries as they arrive from 07.30. Water coolers, branded with your logo will also be distributed at specific points throughout the venue. Sponsor's logo, stand number and acknowledgement will appear in the final programme.

(Limited to one sponsor)





10 points Price £5,000

### Lunch bags (Thursday)

Sponsor the conference lunch bags for all sessions and lunchtime meetings on the last day. This package will include

- The sponsor's logo prominently placed in the final programme
- Chance to insert a promotional leaflet into each delegate bag
- Signage with logo at the lunch bag areas

AGM meetings not included.

5 points Price £2,500

### Conference lanyard with delegate badge

The sponsor's logo will appear on lanyards and double sided delegate badges worn at all times throughout the conference. (Limited to one sponsor)

5 points Price £2,500

### Note pads and pen

Pen and pad to be included in each delegate bag. Sponsors to provide both with company logo. (Limited to one sponsor)

5 points Price £2,500

### Directional signage

Each directional sign will state 'kindly supported by', and feature the sponsor's logo. (Limited to three sponsors)

5 points Price £2,500

### Chair drops

Announce your message to every delegate with a leaflet chair drop. Leaflets will be placed in the plenary hall before the keynote session. (Limited to one sponsor per day, sponsors to provide adequate stocks of A5 literature)

### Advertising rates

Programme tab 5 points Price £2,500

Full colour page 4 points Price £2,000

2 points Price £1,000

### Delegate bag inserts

Get your key message across to each delegate via the conference bag. (Limited to ten sponsors)



### Contact us:

Hannah Gardner [hgardner@rheumatology.org.uk](mailto:hgardner@rheumatology.org.uk)  
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# BT Convention Centre Hall 2

## Exhibition types and rates

All shell scheme stands are inclusive of two spotlights, a power socket and Velcro compatible shell panels

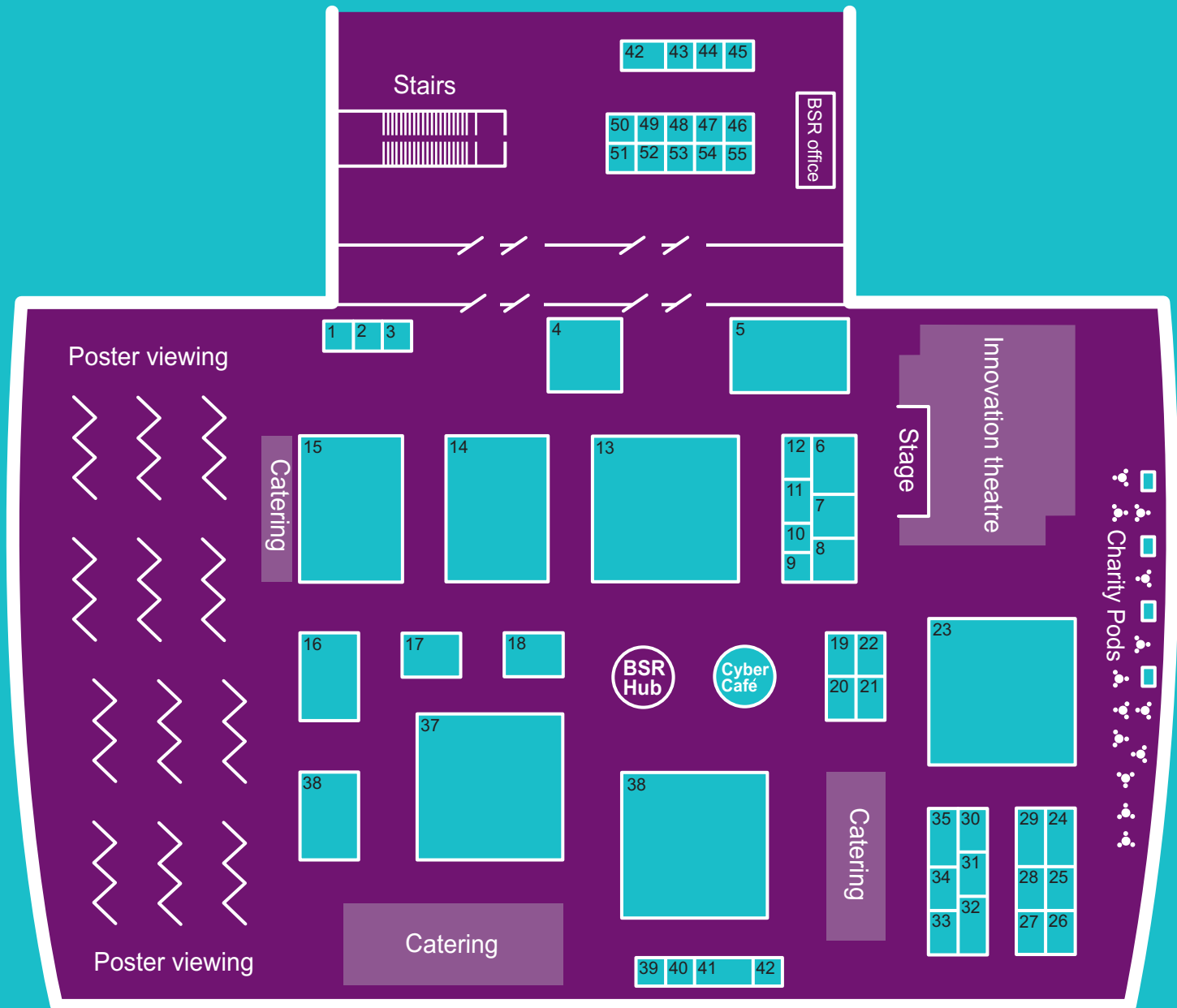
Space only stands  
£499 plus VAT per m<sup>2</sup>

Shell scheme stands  
£515 plus VAT per m<sup>2</sup>

2x2 metre stands  
£1,500 plus VAT

2x3 metre stands  
£2,500 plus VAT

Charity pods  
£500 plus VAT





Show your commitment to excellence in the specialty.  
Help us to celebrate the individuals who change the face of  
rheumatology by supporting one of our prizes, awards or bursaries.

**Book now!**

## BSR Prizes, awards and bursaries

**£5,000**

### ALLIED HEALTH PROFESSIONAL BURSARIES

Sponsorship investment: in line with our wish to make the conference a truly multidisciplinary event, we are looking for sponsors to enable us to offer multiple opportunities. Sponsors are invited to contribute £5,000, which will cover the cost of up to ten additional bursaries.

**£3,000**

### MEDICAL STUDENT BURSARIES

Sponsorship investment: £3,000 for a single year (including registration, travel expenses and accommodation for up to five winners)

**£5,000**

### YOUNG INVESTIGATOR AWARD

Sponsorship investment: £5,000 for a single year (including registration fees for winners, administrative costs and all prize packages)

**£2,000**

### INNOVATION AWARD

Sponsorship investment: £2,000 for a single year (including registration fees for winner, administrative costs and all prize packages)

To learn more about BSR prizes and awards and their benefits, please contact Lindsay McClenaghan  
[lmcclenaghan@rheumatology.org.uk](mailto:lmcclenaghan@rheumatology.org.uk)

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